

ON THE busy wires of the world's urgent news, THE LITERARY DIGEST is "listening in." Its forty hundred ears are open in the editorial sanctums of four thousand newspapers and magazines in all lands. It understands all languages, and therefore learns what all men, and women, parties, and nations are doing and saying in these exciting days.

The many wondrous things THE LITERARY DIGEST hears, fresh and direct, from every corner of the earth, make up a marvelous story each week, of the world's rapidly changing life. It is full of the needs, the aims, and the efforts of our Allies in Britain, and France, Italy, Japan, Russia, and all the other nations. It is full of the schemes, the opinions, and the driving assaults of our enemies in Germany, Austria, Bulgaria, and Turkey. It is full of the purposes, the plans, the counsels, the patriotism, and the great spirit of service of America as revealed throughout the length and breadth of our own land. In its hundred and more pages each week is a story of supreme importance for all earnest men and women.

More than two millions already are enjoying it and watching eagerly for it week by week; but millions more must know and share. THE LITERARY DIGEST, therefore, is speaking straight to the people by thirty thousand tongues, telling them of what it has in store. In more than four hundred American newspapers it buys and uses large space each week to tell their millions of readers about its great record and interpretation of American life and world life.

But that is not enough. It must reach all the people, and it has found the one way. It goes directly into the cities and towns, and the suburban districts, where the people live and work, and there it finds a "close up" contact with them. It rides with them in their street cars and speaks to them while they are sitting at attention. It tells them, through nearly thirty thousand street car cards, of the big things upon which the mind, and heart, and action of America are concentrated,—things

which THE LITERARY DIGEST is constantly making plain. It tells them what the President is calling for, what Pershing wants, what Hoover is doing. It tells them of the Red Cross and the Liberty Bond campaigns. It calls their mighty support to the plans of the Government, to the relief of suffering Belgium, Poland, Armenia, and other stricken peoples. It stirs the patriotism of all classes, inspires their cooperation, and encourages their spirit of sacrifice for America's service to humanity.

THE LITERARY DIGEST has found it possible to do all this, first, because it reaches more than two million readers each week with its great story of life, and, second, because it has discovered the secret of direct appeal to all the people through nearly thirty thousand street car cards. These thirty thousand tongues have proved and are proving the greatest rallying force in the work of THE LITERARY DIGEST. Read the few specimens on this page. Every one is full of meaning.

